



**FOR IMMEDIATE RELEASE**

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**“YOUR PARKS” VIDEO CHALLENGE OFFICIALLY KICKS OFF TODAY!**

**TELL US WHY YOU LOVE THE PARKS AND WIN AN EXCLUSIVE TRIP TO  
THE NATIONAL PARK OF YOUR CHOICE, PRIZES FROM OLYMPUS**

*Submit Videos At [www.YourParks.com](http://www.YourParks.com) By September 14<sup>th</sup> and Enter To Win*

**WASHINGTON, D.C. (July 7, 2009)** – Visiting a national park this summer? If so, the National Park Foundation and Olympus challenge you to capture video of your adventure and share it with the world. Visit [www.YourParks.com](http://www.YourParks.com) and explain what America’s National Parks mean to you -- how do they inspire you? Why are they important? Why should we protect them? The video that showcases the most inspiring, meaningful and thoughtful story and/or experience will win an exclusive top-of-the line prize package from the National Park Foundation and Olympus. *Your Parks* complements the [Share the Experience](#) photo contest, sponsored by Olympus, seeking this year’s best photo of the National Parks.

Fans are invited to submit videos, up to two minutes in length, between now and September 14<sup>th</sup>. The online audience will then vote for their favorite at [www.YourParks.com](http://www.YourParks.com) until September 22<sup>nd</sup>. Together fans voting online, along with the National Park Foundation and Olympus, will crown one winning video and 10 runners-up to be announced at the end of September. The grand prize winner will receive an exclusive, all-expense paid trip for two to the national park of his/her choice, the recently released Olympus PEN camera kit, and a Federal Recreation Lands Pass – good for free entry into any one of the 391 National Park Service units. Runners-up will also receive a Federal Recreation Lands Pass as well as an Olympus Stylus Tough-8000 digital camera.

In addition, winners will receive gift cards for outdoor footwear and apparel from [Merrell](#). Winners will also receive a copy of the new Ken Burns “National Parks: America’s Best Idea” DVD and companion book which will premiere on PBS on September 27<sup>th</sup>. The film chronicles stories of the people who helped create the parks, just as the “Your Parks” contest is an opportunity for people to tell their stories of how the parks touch their lives.

Submitted videos to the *Your Parks* video challenge must be no more than two minutes in length. Participants must be 13 years of age or older to enter. For more information and complete contest rules visit [www.YourParks.com](http://www.YourParks.com).

**ABOUT OLYMPUS IMAGING AMERICA INC.**

Olympus Imaging America Inc. is a precision technology leader, designing and delivering award-winning products for consumer and professional markets.



Olympus Imaging America Inc. works collaboratively with its customers and its ultimate parent company, Olympus Corporation, to develop breakthrough technologies with revolutionary product design and functionality that enhances people's lives every day. These include:

- Digital Cameras
- Professional and Consumer Digital SLR Imaging Systems
- Related Underwater Products and Accessories
- Digital and Microcassette Recorders
- Digital Media
- Binoculars

Olympus Imaging America Inc. is responsible for sales in the United States, Canada, Mexico, the Caribbean, and Central and South America. For more information, visit: [www.getolympus.com](http://www.getolympus.com).

#### **ABOUT THE NATIONAL PARK FOUNDATION**

The National Park Foundation is an independent charitable organization chartered by Congress in 1967 to strengthen the connection between the American people and their 391 national parks. As the official national non-profit partner of America's National Parks, the Foundation raises private funds, makes strategic grants, creates innovative partnerships and increases public awareness about the need and opportunity for park philanthropy. In its 2008 fiscal year, the National Park Foundation distributed grants and program support of \$27.3M.

[www.nationalparks.org](http://www.nationalparks.org)

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